

**PSPI Brainstorming Session:
FY2005 Work Planning Preparation**

Final Report

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DATA PAGE

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ABSTRACT

The objective of this report is to summarize and document the outcome of a PSPI work planning team event on brainstorming. It represents the first of four team events that will eventually lead to the preparation of the FY2005 PSPI work plan. The team worked together to arrive at consensus on the purpose of the meeting, the purpose of the PSPI team, how to achieve those purposes, and actions that individual team members could take to implement those objectives. Lessons learned from this event were also discussed and documented.

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EXECUTIVE SUMMARY

This report presents a summary of the outcome of a PSPI work planning team event on brainstorming held at the Royal Society for Conservation of Nature (RSCN) Wild Jordan Café on May 18, 2004. It represents the first of four team events that will eventually lead to the preparation of the FY2005 PSPI work plan. It was intended to prepare the groundwork for a follow-on team event, whose time was decided upon at the end of this session, while maintaining the collegial team spirit on which PSPI is grounded.

The general objective of the brainstorming event was to stimulate ideas and open the flow of communication; specific objectives included arriving by consensus at definitions for the objectives of the meeting, the purpose of PSPI, ways to achieve that purpose, and identification of lessons learned through this exercise. For certain tasks the team split into two sub-teams, each comprised of five members. For other tasks, the team acted as one unit. Two different time frames were also discussed: work plan preparation (May-September 2004) and work plan implementation (October-July 2005). In addition to the notes presented in this report as the main output of this brainstorming event, the team decided to organize a follow-on brainstorming meeting to prepare for a 'Q&A' session with the AMIR Program Director and our clients in USAID.

PSPI Brainstorming Session

Wild Jordan / RSCN

May 18, 2004

I. Why? Purpose of This Meeting

- Better communication
- Make our life more easier
- Start planning for next year
- Share ideas
- Ideas for more effectively meeting PSPI program goals
- Have fun
- Have lunch
- Create a vision for the future of PSPI and how to get from here to there
- Find the big B (budget)
- Bring team together to improve coordination and share ideas
- Team building, strategizing, planning

II. Why? Purposes of PSPI Team



(May-Sept-04) Green Team

- Build Coe NGO and launch services
- Share achievements and plan for next year
- Wrap up planned activities
- Identify what we did not implement
- Agree on PSPI objectives, sustainability and impact
- Set goals and indicators
- Generate actionable impact full program activities for the coming year based on closed contact with partners and changing needs
- Execute work plan
- Fun Fun Fun
- Recreate PSPI
- Create change in module for 4 subcomponents to cohesive unit
- Figure out budget
- Complete work planning for 2005
- Improve coordination and communication
- Work more efficiently and improve productivity
- Remain engaged (don't burn out)
- Line up short-term consultancy support
- Develop strategy for extension
- Mitigate shortcomings and current plan
- Burn the big B (budget)

■ **(Sep 04-Jul-05) Yellow Team**

- Overcome obstacles
- Build on earlier success
- Implementation
- Decide activities to be carried to next phase
- Keep PSPI Momentum
- July 05 close out program exit in sustainability
- Flexible role/ task sharing
- Remain effective in light of changing dynamics of programs and component (i.e. Ending, expending, restrictions)
- Reflecting on achievements and packaging them to tell a story
- Place special emphasis on sustainability and hands off with partners
- Fun Fun Fun
- Implement new module
- Identify targets of opportunities (quick hits)
- Consolidate for extension
- Close out ongoing activities
- Keep budget inline
- Put work into perspective: leave at a decent hour and implement flexible time
- Motivate our partners
- Leave a good reputation behind
- Improve cost sub-component and components links
- Work more efficiently and improve productivity

III. How to Achieve Purposes?

How can we achieve our purposes more effectively, more easily, less stressfully, and more creatively?

■ **BLUE TEAM**

Support each other (emphasis on internal cooperation and communication)

- Know each other needs
- Account assignments to another component
- More dialogue for team time
- Change of component and subcomponent meetings
- Executive summaries and recommendations translated into Arabic

■ **RED TEAM**

Prepare in advance (internal and external)

- Follow Customs example for preparing training and/or events
- Tie consultants payments to report delivery
- Follow on to technical work
- Use consultant as project manger
- Improve disconnect between PSPI and Steve

- Figure out what Steve is thinking
- Reduce number, increase size of tasks to counter burnout
- Clustering approach for component (and potential program) activities: various activities to solve single problem / achieve a single objective
- Identify PSPI objectives and plan activities / implementation across sub-components
- Identify component objectives
- Show USAID benefit of building relationships with counterparts
- Get USAID approvals as early in the process as possible
- Brainstorm with USAID to identify trends and directions
- Reach out to USAID and counterparts to understand their needs and interests better
- Read USAID strategy to understand now changing priorities and align our activities accordingly
- Review contract & new USAID strategy
- Request monthly reports from USAID
- Make sure public is fully aware of activities
- Involve AMIR communications in PSPI activities (general public)
- More fully leverage our technical work, specially by sharing and publicizing (depending on subject matter)
- How to use communications? public forms (initial, interim, final), proper report publication and distribution, speakers series, press releases, build on strong relationships.
- How to use communications to disseminate our work?
- Distribute widely abstracts of reports
- Ask partners to liaison to be appointed
- Press release on study
- Website links to report

V. Individual Next Steps to Make it Happen

- (Lina) Keep recommendation list of reports updated for follow-up
- (Lina) Put deadlines and follow up to ensure things are done
- (Lina) Keep Channels open with consultants for better follow up and completing tasks
- (Geoff) Zoom, Plan publicity events, solicit feed back from USAID through Greta, meet Ibrahim regularly with Greta and Brad
- (Geoff) Zoom, Move office
- (Andrew) Write up today's lessons, suggestions, possibilities
- (Andrew) Individually prioritize
- (Andrew) Compile
- (Andrew) Discuss and decide
- (Andrew) Form mini teams to flesh out
- (Andrew) Finalize implement

- (Walt) Wide angle, Anticipate climate and team needs
- (Walt) Wide angle, To tell our story better
- (Walt) Zoom, change format for component internal and external communications less formal
- (Walt) Wide angle, Widely distribute translated executive summaries
- (Greta) Zoom, Define strategy, hold different kinds of team meetings, encourage links with other components, ask Steve what is important to USAID, hold monthly telecom about events and to brainstorm
- (Greta) Wide angle, Implement creative ways to make team more cohesive and move forward
- (Brad) Trade tasks as complete, integrated initiatives including linkages and follow up
- (Brad) Dedicate more time to creative thinking
- (Jamal) Wide angle, Work with the team, build on success
- (Jamal) Zoom, Identify client and partner expectations
- (Amal) Work on better communication with the team
- (Amal) Work on planning ahead of time
- (Amal) Work on finalizing tasks on time

V. Lessons Learned

- We like the RSCN café
- We come up with good ideas together
- We are a fun team
- We are able to have creative brainstorming
- Geoff is great in handwriting criticism
- Brad knows how to prioritize Fun Fun Fun
- Much more work is needed to anticipate USAID and Steve's needs
- Brainstorming is truly helpful, best brainstorming occurs in relaxed setting
- It is good and healthy to open up with the team every now and then
- Good to think of where we are now and where we want to be next year
- Need to communicate success to public
- Need for better understanding of program / USAID direction
- Hold more informal meetings to generate more ideas and pull team together
- Consistent concerns
- Power to the PSPI people
- U eat it....they keep bringing it
- We have more ideas than meet the eye